

INNOV

**CubeOne,
thinking
outside the
square**

**Escala
workspaces,
brilliant on
all levels**

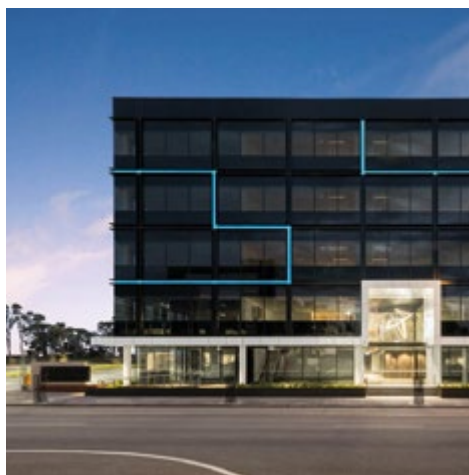
**NewQuay's
New Park**

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Thinking outside the square.

MAB's inspired CubeOne commercial office project is proving popular with local businesses in Melbourne's booming south east.



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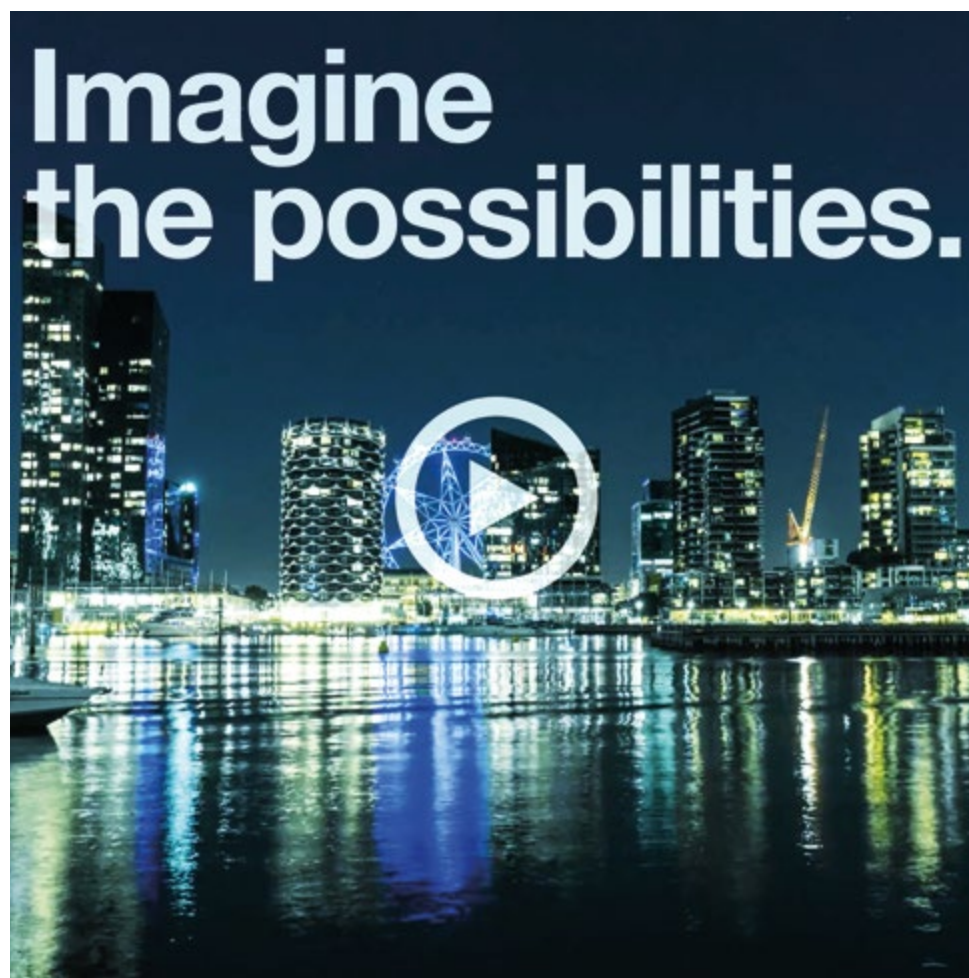
Brilliant on all levels.

Designed by award-winning architects Six Degrees, MAB's Escala creative workspaces set a new benchmark.

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Just what the doctor ordered.

7 Ormond at University Hill is providing medical practitioners in Melbourne's north with healthy opportunities to grow.



//NOW STREAMING

Transforming Melbourne.

Inspiring and upbeat, MAB's latest 90 second video captures how 'imagining the possibilities' has driven MAB to reshape the way Melbourne lives, works and plays.

Now streaming at mab.com.au/about



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Merrifield Connect blazes the trail.

The success of the MAB|GPC privately funded Merrifield Connect bus service is paving the way for the Government introduction of a new public bus route in 2019.



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Returns with a view.

Docklands waterfront apartment market is now the strongest in Melbourne's CBD.



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Welcome to our first MAB Vision for 2019 in which we celebrate key milestones for MAB projects.

In meeting the needs of our customers, we focus on innovation in design and in this issue, Watson Young Architects will focus on design inspiration for warehouse developments. We also get up close and personal with members of the MAB team who share their experiences in and out of the workplace.



DAVID HALL
CHIEF OPERATING OFFICER

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Thinking outside the square

MAB's inspired CubeOne commercial office project is proving popular with local businesses in Melbourne's booming south east.



Office suites are being snapped up at MAB's latest commercial development, CubeOne, with local business owners jumping at the chance to own their own premises.

With construction complete, local businesses are moving into CubeOne, taking full advantage of the central location, excellent transport links and thriving commercial precinct.

Danny Lavigne, Managing Director of Blynx Insurance Services, and Berwick resident, owns one of the first businesses to move into CubeOne. Mr. Lavigne's company services many of those who live in the local area, benefitting from proximity to Fountain Gate Shopping Centre, the City of Casey Municipal Offices and nearby walking trails and cycle tracks.

"Business is booming in the south east and there's not many office spaces that provide a high-quality and affordable offering", Mr. Lavigne said. "The office space is not only a great environment for employees and clients, but I have confidence there's a huge business opportunity in the area, which is why I chose to invest, rather than lease."

"I think CubeOne will provide greater control over the future of my venture and we've got the capacity to grow and accommodate another 10 staff."

"It was essential to have a space that would provide future expansion and flexibility over time, that was convenient for employees to commute to and would be attractive to future employees looking for greater work-life balance. CubeOne certainly gives us all of that, allowing us to avoid the daily city traffic grind and we have all the amenities like parkland, cafés and secure parking right on our doorstep."



MAIN IMAGE AND ABOVE // CUBEONE'S STRIKING EXTERIOR PROVIDES BUSINESSES WITH A HIGH VISUAL PRESENCE.

BELOW // AN ABUNDANCE OF NATURAL LIGHT ON ALL FLOORS.



"Business is booming in the South East and there's not many office spaces that provide a high-quality and affordable offering".

*Danny Lavigne,
Blynx Insurance Services*

The Narre Warren business precinct is within Australia's 12th fastest growing city, with a projected population increase of almost 200,000 by 2041. (casey.vic.gov.au)

CubeOne is surrounded by broad open space and access to key transport links, promoting walkability and community.

The development features 40 strata office suites from 45m² including a prominent retail frontage and illuminated external façade, providing businesses with a high visual presence.

Michael Martin, Director Business Parks at MAB, said "CubeOne follows a trend in commercial property developments decentralising Melbourne and providing businesses with affordable commercial offerings, reduced travel time and greater work-life balance."

"We're seeing record sales at CubeOne because of a growing need for spaces outside the central city where small business owners can invest in their own premises in an environment that is conducive to a modern, mobile and integrated lifestyle."

"With limited CubeOne suites remaining, we're seeing interest from a range of small businesses including accountants, medical professionals and investors who wish to own their own office and take greater control of their business investments."

Ashwin Pandit, owner of Mocha Mojo Café & Lounge in Berwick, is another local business owner who made the decision to own his own business.

Mr. Pandit's purchase at CubeOne includes an outdoor seating area, capable of hosting up to 100 patrons. He was looking to expand his business, opening a new site close to his existing café to minimise commuting hours and mobilise existing staff. His new café, Butlers Kitchen at CubeOne, will open early 2019.

"With the local economy growing and not many business park cafes catering to the growing number of local office workers, I jumped at the chance to invest," said Mr. Pandit. ●

Visit: cubeone.com.au

Just what the doctor ordered

7 Ormond at University Hill is providing medical practitioners in Melbourne's north with healthy opportunities to grow.

Medical professionals have snapped up the rare opportunity to purchase office suites in Melbourne's northern growth corridor, with MAB's \$18 million 7 Ormond development achieving strong sales results in its first release.

Located at MAB's University Hill in Bundoora, 18 kilometres north of the CBD and strategically positioned between the Austin Hospital in Heidelberg and the Northern Hospital in Epping, 7 Ormond sits in a corridor of rapid population growth, surrounded by universities, private schools and a major retail precinct.

Over the past seven months, the first stage has seen 15 out of 22 suites sold, comprising a total of 1,300m² and selling at an average rate of \$4,900 per m².

Approximately 60 per cent of sales have been to medical occupants including specialists in paediatrics, psychology, gastroenterology and endoscopy, with many buyers relocating or expanding from medical suites located in Melbourne's north.

Dr Luke Sammartino, one of the busiest paediatricians in Melbourne's north, has purchased a 150m² professional suite after outgrowing his current clinic. He said the new location would allow him to open a multi-modal 'one stop shop' clinic.

"There are many reasons we are excited to be moving to 7 Ormond - the schematics of the building are absolutely beautiful. University Hill is becoming a medical precinct and this particular purpose-built building will allow us to expand to have five additional staff," he said.

"7 Ormond has afforded us the flexibility of size and location and is easy to get to from north, south, east and west with plenty of car parking.

"The proximity to other medical professionals will also provide a sense of collegiality within a commercial hub environment," he said.

Professor Antonio Paolini, a Clinical Neuroscientist and the CEO of higher education provider ISN Psychology, was one of the first purchasers at 7 Ormond, buying in for its strategic location within an emerging medical hub, and nearby existing teaching facilities.

"Bundoora, and especially University Hill, is well positioned as a major access point for a growing population.

"The medical hub emerging at Bundoora and 7 Ormond, will help us grow our service offerings and utilise cutting edge treatment options for mental health.

"We were also impressed by the design of the building - its elegant exterior and position presents an element of style and tranquility," he said.

Raphael Poggi, Development Manager at MAB said the second stage of 7 Ormond would be released in early 2019 and was expected to draw further interest from medical professionals.

"University Hill in Bundoora is definitely becoming a key medical precinct within Melbourne's fast growing northern suburbs. MAB is pleased to contribute well designed and flexible office space that enables medical professionals to grow their practices."

*Raphael Poggi,
Development Manager, Commercial*

The second stage will have its own entry, dedicated lift and amenities with office suites ranging in size from 65m² to 130m². During construction there is the flexibility to combine suites to meet the requirements of the purchaser. ●

Visit: 7ormond.com.au

BELOW // SECOND STAGE OF 7 ORMOND.
ADDITIONAL SUITES WILL BE RELEASED EARLY 2019.



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION

Brilliant on all levels

Designed by award-winning architects Six Degrees, MAB's Escala creative workspaces set a new benchmark.

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MAIN IMAGE // AN EYE-CATCHING WAREHOUSE BRICK DESIGN AND PUBLIC PIAZZA ARE FEATURES OF ESCALA NEWQUAY.

OPPOSITE PAGE // 5.15M CEILINGS AND SOARING ARCH WINDOWS BOAST ENORMOUS FLEXIBILITY.

ARTIST'S IMPRESSION

Featuring an eye-catching warehouse brick design facade anchored by a north-facing public piazza, the stunning commercial spaces designed by award-winning architects Six Degrees at Escala NewQuay are truly inspiring.

MAB has appointed Colliers International's Chris Ling, Anthony Kirwan and Martin Leong to market the space. Mr Ling said Escala workspaces would offer a serious point of difference for SMEs using vertical scale as the driving concept.

"The launch of Escala NewQuay in Docklands is a unique offering of commercial spaces featuring 5.15m ceilings and soaring arch windows, creating light-filled spaces that boast enormous flexibility," Mr Ling said.

Stefan Miles, MAB Development Manager, Commercial, said purchasers of Escala workspaces would acquire an investment that would continue to deliver value over time.

"The building's stunning external appearance and expansive ceilings are unlikely to be replicated in competing buildings, ensuring continued interest beyond the first occupancy," he said. "Couple this with the added benefit of nominated mezzanine zones provides an ability for owners to increase floor area and respond to business tenancy demand. MAB estimates yields between 7 – 7.5% are possible for enterprising landlords who wish to optimise the floor space."

Mr Kirwan said Escala workspaces were designed for a range of businesses and the black collar office market including designers and creative enterprises.

"The workspaces are easy to customise and will allow SMEs to bring their own personality to each space as well as preserving capacity for expansion as the needs of business change over time," he said.

"Occupants will benefit from a business centre with board room facilities on the ground floor as well as access to exceptional corporate health and wellbeing facilities as a unique point of difference.



"The building's stunning external appearance and expansive ceilings are unlikely to be replicated in competing buildings"

**Stefan Miles,
Development Manager, Commercial**

This includes on-site end of trip facilities including secure bicycle parking with lockers, showers and change room facilities."

Escala NewQuay, estimated to be completed in late 2020, will sit alongside a residential tower which also boasts mezzanines in a range of unique loft apartment designs. These innovative loft apartments with double height living spaces have been in high demand, allowing MAB to sell over 65% of the building in six months, despite a tightening residential market.

Lifestyle facilities will be shared between both buildings and include a rooftop garden with outdoor eating spaces, gym, heated indoor swimming pool and spa.

"Situated in the heart of the NewQuay commercial precinct in Docklands, the CBD is on your doorstep in this location," Mr Ling said. Escala is conveniently accessed via Melbourne's arterial roads, extensive bike paths, public transport including the free tram zone (along the 35, 70, 75 and 86 tram routes); and is a short walk from Southern Cross train station. ●

Visit: escalanewquay.com.au



NewQuay's New Park

As part of the final stage of NewQuay, MAB will deliver a third public park linking NewQuay Central Park with Ron Barrassi Snr Reserve.

After more than 20 years transforming the northern banks of Victoria Harbour into an integrated, vibrant and diverse waterfront suburb, MAB has unveiled its vision for the completion of the 14-hectare site.

Recently approved by the State Government, the final stages of development are foreshadowed in the NewQuay West Masterplan. The plan proposes a 4000 square metre linear park that will provide a “green link”, between the newly opened NewQuay Central Park and the Ron Barassi Snr sports reserve at the western extremity of NewQuay. New development flanking these public spaces includes five residential buildings and waterfront development land.

It comes as MAB officially launched the 4,600 square metre NewQuay Central Park this week, the largest park to be completed in the City of Melbourne since Ron Barassi Snr Park was completed in 2015.

Lord Mayor of Melbourne, Sally Capp said “Open spaces are the hearts and lungs of a city and vital to making Melbourne such a great place to live.

“We’re delighted this fantastic park is now open for everyone to enjoy, offering a new community space and greater green links through our city for residents and visitors.”

NewQuay Central Park

NewQuay Central Park is located opposite District Docklands, and links the waterfront at NewQuay Promenade to the burgeoning shopping centre.

The District recently opened a new entertainment precinct as it undergoes expansion.

MAB General Manager Residential, David Allt-Graham, said the delivery of public infrastructure was part of a bigger vision to deliver a considered, diverse and integrated neighbourhood, rated by [walkscore.com](https://www.walkscore.com) as one of the most walkable suburbs in Melbourne.

“NewQuay Central Park sits at the heart of NewQuay as a convenient and restful public space akin to the State Library forecourt on Swanston Street. It is fantastic to see residents and shoppers embracing it,” he said.

“Parkland is an essential part of our vision for NewQuay – it plays an important role in connecting the community as well as the sustainability and livability benefits.



.....
DAVID ALLT-GRAHAM
 GENERAL MANAGER RESIDENTIAL



“NewQuay Central Park sits at the heart of NewQuay as a convenient and restful public space akin to the State Library forecourt on Swanston Street. It is fantastic to see residents and shoppers embracing it.”

*David Allt-Graham,
 General Manager Residential*

It contributes to NewQuay’s identity as a relaxed city suburb.”

MAB’s masterplan for the western precinct of NewQuay contemplates a further 1,200 apartments across five buildings, in addition to the planned Linear Park. In 2016, the estimated resident population of Docklands was 11,900. As investment in Docklands continues, the population is expected to grow to around 18,500 people by 2031 (Urbis Market Outlook, October 2018).

It will cap off the almost 30-year development project, which has led to the transformation of Docklands from an industrial port to a waterfront extension of the city grid, delivering essential residential, commercial and public infrastructure for the growth of Melbourne.

New development at NewQuay is set to continue at a rapid pace. The next three years will welcome the completion of a new supermarket, a State Government primary school, Quest and Marriott hotels and new commercial offices in MAB’s innovative Escala project.

Mr. Allt-Graham said the future residential buildings would continue MAB’s bold architectural vision, which has added distinctive buildings to the skyline of Melbourne in recent years including the leaning profile of the Marina Tower and the intricately detailed Banksia apartments. These projects have been brought to life through collaborations with celebrated Melbourne architects including Plus Architecture, dKO, Woods Bagot, McBride Charles Ryan and most recently, Six Degrees Architects.

MAIN IMAGE // ANDREW BUXTON AND SALLY CAPP, LORD MAYOR OF MELBOURNE.

ABOVE, LEFT TO RIGHT // ANDREW BUXTON, SALLY CAPP, LORD MAYOR OF MELBOURNE, MICHAEL BUXTON, BEVERLEY PINDER, COUNCILLOR FOR THE CITY OF MELBOURNE, AND DAVID ALLT-GRAHAM.

MAB Managing Director, Andrew Buxton said from the outset the team had sought to bring originality and excellence to Docklands through artistic and creative design, architecture, art and master-planning.

“MAB’s vision for NewQuay has always been to create a vibrant and creative city for Melburnians to live, work and play. The NewQuay West Masterplan is the final piece in a carefully considered masterplan that will deliver a vibrant and connected suburb to our city,” said Mr. Buxton. ●

Visit: newquay.com.au

Returns with a view

The Docklands waterfront apartment market is now the strongest in Melbourne's CBD.



MAIN IMAGE // NEWQUAY WEST
MASTERPLAN WITH PROPOSED LINEAR PARK.
ARTIST'S IMPRESSION

Docklands is emerging as one of Melbourne's most prestigious suburbs – a waterfront playground for a new breed of upwardly mobile urbanites that is driving strong returns and commanding high prices, according to the latest property data.

After more than 20 years of development, the waterside precinct is coming into its own as key projects enter completion phases and landmark infrastructure investment add public space, employment, entertainment, hotels and a new primary school to the area.

According to the latest Market Outlook report released by Urbis, the property market is responding to this bold vision, with Docklands emerging as a premium apartment market, as well as a hot rental area driving above market rental returns.

New data shows that the suburb achieves an eight per cent premium over Southbank and a 15 per cent premium over Melbourne's CBD when comparing median prices due to its waterside location, city views, new apartment stock and proximity to entertainment.

With just seven per cent of City of Melbourne residential properties within 20 metres of water, the short supply of waterside living options is partly responsible for this price premium, according to Urbis.

Luxury apartment sales in the suburb have been rising over the past decade, with apartments priced over \$1 million representing 14 per cent of total sales. At the highest end, over the past five years there have been 49 apartment sales in Docklands over \$3 million, the report says.

The diverse apartment stock also caters to affordable segments, with Docklands' median apartment price (year to March 2018) sitting at \$602,000 – below that of the traditionally prestigious suburbs of East Melbourne at \$675,000, Brighton at \$1,020,000 and Toorak at \$925,000.

MAB has invested \$2.5 billion to date and delivered 2,500 apartments across its 14 hectare NewQuay site and said the development continued to perform strongly and outsell competitors.

Its latest apartment release, the 177 unit Escala, is 66 per cent sold in just six months.

"NewQuay continues to outperform expectations, with the vacancy rate close to zero and sales supply extremely tight," MAB General Manager Residential, David Allt-Graham said.

"The next three years will welcome the completion of a new full-line supermarket and fresh food centre at The District Docklands shopping centre, a State Government primary school, Quest and Marriott hotels, and new commercial offices in MAB's innovative Escala project. It's the diversity in these projects that will drive the demand for future residential apartments."

MAB is one of Dockland's key developers, to date having delivered 13 apartment towers, three commercial spaces, four parks and a waterfront dining precinct.

It is poised to start work on the final residential stages, after recently receiving planning approval of its NewQuay West Masterplan.

"The next three years will welcome the completion of a new full-line supermarket and fresh food centre at The District Docklands shopping centre, a State Government primary school, Quest and Marriott hotels, and new commercial offices."

**David Allt-Graham,
General Manager Residential**

The plan proposes five residential buildings as well as a stunning new 4000m² linear park linking the newly opened 4,600m² NewQuay Central Park and the Ron Barassi Snr sports reserve at the western extremity of NewQuay.

Importantly, this comes at a time when population growth is predicted to rise. Lord Mayor of Melbourne, Sally Capp said, "The population of Docklands is forecast to increase by more than 50 per cent over the next 15 years, and this new 4,600m² park has delivered much-needed green space to this growing area."

"MAB's vision for NewQuay has always been to create a vibrant, relaxing and creative place for Melburnians to live, work and play. The NewQuay West Masterplan is the final piece in a carefully considered plan that will deliver a well-planned and connected suburb to our city," MAB Managing Director, Andrew Buxton said.

Residents in Docklands benefit from more than 180 restaurants and cafes in the suburb, as well as having another 1400 to choose from in the greater City of Melbourne.

At 94, it also has one of the highest walk scores in Melbourne, and a transit score of 100, as rated by [walkscore.com](https://www.walkscore.com), due to strong public transport links including tram access and nearby Southern Cross and Flinders Street stations.

MAB anticipates work to commence on its final stage in 2022, with a view to complete the NewQuay precinct over the next decade. ●

A fresh new arrival

Stage One of Merrifield City Centre will deliver Melbourne's booming northern corridor a thriving and diverse new retail heart.



Joint venture partners QICGRE, MAB and GPC have announced a new Coles supermarket to service Melbourne's fast growing northern growth corridor, with the \$40 million Stage One construction works due to commence at Merrifield City Centre this year.

Spanning approximately 7,000m², the first stage of the Merrifield City Centre will deliver, alongside the new Coles, approximately 20 specialty retailers, proposed to include a pharmacy, bank and a variety of food and beverage offerings.

Once completed, the City Centre will service the residents in Merrifield and is expected to also draw customers from surrounding new greenfield developments across Donnybrook and Mickleham, as well as throughout the region.

It will offer a range of retail experiences from everyday essentials shopping to more specialist boutiques and dining options, providing a central retail destination for the region.

It is part of a vision to create a premier city lifestyle at Merrifield, Victoria's largest mixed-use master-planned community.

Managing Director of QIC Global Real Estate, Steve Leigh, said: "The proposed development reflects our philosophy of creating multi-purpose, retail-led destinations that fulfil the lifestyle needs of communities.

"This first stage of Merrifield's City Centre is an essential component of our long-term development that will comprise a best-in-class centre delivered in a number of stages to service Melbourne's northern growth corridor," Mr Leigh said.

"We are pleased to bring our expert knowledge in creating large-scale city centre destinations to this leading master-planned development.



ARTIST'S IMPRESSION

LEFT // MERRIFIELD CITY CENTRE WILL PROVIDE RESIDENTS IN MELBOURNE'S BOOMING NORTH WITH A THRIVING RETAIL DESTINATION.

During the past 20-plus years we have acquired and developed a retail portfolio of 37 real estate assets globally.

"Our recently completed developments at Eastland in Melbourne's east and Robina Town Centre on the Gold Coast demonstrate our commitment to creating destinations that provide lifestyle, recreation, entertainment and dining experiences, in addition to an exceptional retail offer," Mr Leigh said.

MAB Managing Director, Andrew Buxton said: "The first stage of the Merrifield City Centre represents an important milestone in the creation and delivery of

the future epicentre of Melbourne's north, with plans for more than 200,000m² of retail floor space at completion.

"Our commitment is to the early delivery of services, shopping and restaurants for the new residential and business community at Merrifield and create a premier lifestyle and business destination for the region," said Mr Buxton.

He said catering to the needs of the growing population within Melbourne's northern growth corridor was critical. ●

"The first stage of the Merrifield City Centre represents an important milestone in the creation and delivery of the future epicentre of Melbourne's north."

Andrew Buxton,
MAB Managing Director



MAIN IMAGE AND OPPOSITE // RESIDENTS
HAVE EMBRACED THE INNOVATIVE
MERRIFIELD CONNECT.

Merrifield Connect blazes the trail

The success of the MAB/GPC privately funded Merrifield Connect bus service is paving the way for the Government introduction of a new public bus route in 2019.

Merrifield Connect has
completed over 7500 user trips
since launching in 2018.

Merrifield Connect has completed more than 7,500 user trips to train stations, community services and local schools since it launched on 30 January 2018.

To meet demand, the new timetable's services will increase to include additional bus services for each of the morning and evening peak services and new express services between Merrifield and Craigieburn Railway Station.

The Andrews Labor Government has announced an \$8.9 million investment in a new bus route along Donnybrook Road for Mickleham and surrounding suburbs, with services expected to commence in 2019.

Merrifield Connect - a privately funded alternative to public transport in Melbourne's north - is expanding its timetable with more frequent services going to more locations, in response to high demand from local residents.

Since launch, the developer-led and funded bus service Merrifield Connect has been firmly embraced by the Merrifield community and demonstrated a strong appetite for permanent public transport infrastructure locally.

Offering an essential connection for residents of Victoria's largest mixed-use masterplanned community, Merrifield Connect has completed more than 7,500 user trips to train stations, community services and local schools since its launch earlier this year.

Funded by MAB and GPC, the success of Merrifield Connect helped provide the Victorian Government a strong and clear platform for the investment and support of future public transport services in Melbourne's thriving north. To date, more than 250 Merrifield residents have purchased a \$20 access card for unlimited use of the Merrifield Connect service.

To meet demand, the new timetable services will increase to include additional bus services for each of the



peak morning and evening services, as well as a new express offering between Merrifield and Craigieburn Railway Station.

Merrifield Connect replicates a typical public bus service, with stops, a timetable, access cards and connection to existing public transport services and, with trip numbers increasing, demand was high from residents for extra services.

Merrifield resident Coral Murtha, who works in Melbourne's CBD, has been using the service daily and said the new timetable would further benefit locals.

"Merrifield Connect saves me almost 20 minutes each way on my work commute and makes it so easy to embrace public transport. I think it is a fantastic initiative to encourage people to travel more sustainably," she said.

"The additional services will make it an even better service for people, providing more choice and the ability to go to more places."

Merrifield Community Development Manager, Tennille Bradley-Ow said the service would now offer eight return trips per day including two additional return services, with residents excited to see the timetable expand.

"Merrifield Connect has provided a much-needed transport solution for residents, bridging a public transport gap in the rapidly expanding northern corridor. The growing numbers of bus service users, particularly among those who do not have access to a car, demonstrates a need for locals to be connected to schools, public transport, shopping centres and other essential services."

Member for Yuroke, Ros Spence said planning work for the bus route is underway to design a route to connect residents to Craigieburn, including Craigieburn Railway Station and Craigieburn Central shopping centre.


"Merrifield Connect has provided a much-needed transport solution for residents, bridging a public transport gap in the rapidly expanding northern corridor"

Tennille Bradley-Ow, Merrifield Community Development Manager

Ms Bradley-Ow said it was fantastic to see the government supporting residents in Melbourne's north and reconfirmed MAB's commitment to providing services with Merrifield Connect.

"This news has been welcomed greatly by the local community and we hope that Merrifield Connect played a role in demonstrating the demand for a PTV service," she said. ●

Visit: merrifieldmelbourne.com.au



Home sweet first home

Merrifield's 'Crafted' Townhomes deliver inner city living at first home-buyer prices.

The migration of the popular inner city townhome into Melbourne's outer suburbs is providing strong affordability wins for first home buyers and bringing prices to well below the average median.

Recognising the need for an affordable first home buyer product that delivers on style and quality, MAB and GPC have successfully introduced townhome living into Victoria's largest mixed-use community, Merrifield in Mickleham.

After a successful launch of more than 30 curated townhomes earlier in the year, MAB and GPC are now taking registrations for the first release of their 'Crafted Townhomes by Merrifield' range – a series of boutique turn-key townhomes created by skilled architects and constructed by industry leading builders – to be available from a fixed price of \$385,000, or \$375,000 for eligible first home buyers.

That is \$204,900 under the median house and land package price of \$579,900 across the City of Hume for first home buyers.

The first series of contemporary double storey terrace homes have been designed by award-winning architectural practice Rothelowman Architects for SoHo Living, and feature striking, modern designs that offer two to three bedrooms, generous living spaces and landscaped yards.

Merrifield Project Director, Matthew Planner said the initial townhome release had successfully tested the market and found a strong demand for this style of living in Melbourne's outer suburbs.

"The first release showed that there is a strong desire among young buyers for a stylish turn-key townhome that delivers contemporary design to suit a modern urban lifestyle, but is also very competitively priced," he said.

"Our Crafted townhome range aims to deliver architecturally designed terraces at an affordable price point in a great location, which is truly compelling for buyers in Melbourne's northern growth corridor.

"Importantly, being a fixed price and turn-key solution, these townhomes have also been created to make buying a first home or investment easy and stress-free."

Merrifield townhome purchaser Kristy Prasad, 21, purchased for exactly that reason – as well as a few more. A first home buyer, Kristy bought a three-bedroom townhome with partner Brayden Carriera, seeing it as a great opportunity to get on the property ladder at an affordable price.

They will move into their home next year when it is completed and have welcomed the idea of a townhome that is strong on great design but light on in



MAIN IMAGE // THE CRAFTED TOWNHOME RANGE DIRECTLY ANSWERS THE DESIRE BY YOUNG-BUYERS FOR COMPETITIVELY PRICED STYLISH, CONTEMPORARY DESIGN.

ARTIST'S IMPRESSION

terms of maintenance and upkeep.

“It is the ultimate home for us. The cleaning and upkeep will be much easier than in a large family home and we love that everything will be new, and we don’t have to renovate,” she said.

“The designs are really clever, making good use of space and maximising storage. They look really beautiful and luxurious, with their contemporary design and colour schemes.

“We’ve also found buying off-the-plan a lot less stressful, as everything will be done for us and we’ve been able to make some small changes so we get the perfect home.”

The couple are also excited about being able to have a yard without having to buy a more expensive house and land package, as they’re planning to add two dogs to their brood.

Mr Planner said one of the secrets of the

success of the townhome product to date had been its location only moments from Merrifield’s planned City Centre and the broad range of amenities already on offer, including regular Farmers’ Markets, public transport, local parks, a café, child care and convenience store.

The new Merrifield City Centre will put townhome buyers within walking distance of a shopping centre, with stage one set to include a supermarket and a variety of specialty stores, and due to open in 2020 - around the same time the first owners receive the keys to their new Crafted townhomes.

The townhomes are also close to planned medical and health facilities as well as community and educational facilities - including two primary schools - anticipated to open as early as 2021.

“The townhome is traditionally associated with inner city living and, in Merrifield, is appropriately positioned in

a vibrant urban context, which resonates with our buyers who want to be close to it all,” added Mr Planner.

Mr Planner said the turn-key feature was also of great appeal to first-time buyers, some of whom can feel overwhelmed at the complexity of a property purchase and all the options that can come with it.

“We’ve found many of our customers are happy to put their trust in the experts and outsource the tough decisions – they connect with well-considered and resolved design right from the outset,” he said.

“The ability to simply turn the key and move into a beautiful new townhome speaks to them.” ●

Visit: merrifieldmelbourne.com.au/crafted



Merrifield the pick of the bunch

Fresh produce export giant Steritech joins Dulux
and D'Orsogna at Merrifield Business Park.



MICHAEL MARTIN
DIRECTOR BUSINESS PARKS

Australian owned company Steritech, a global leader in innovative fresh produce export services, will open a new facility at Merrifield Business Park in Melbourne's north to boost the nation's ability to compete in the global fresh produce market.

The family-owned company, with 40 years' experience, has purchased two hectares of land in the landmark Merrifield Business Park to develop a new 3,648m² facility that will drive benefits for Australian produce growers, enabling them to meet export market access requirements.

The new Steritech location at Merrifield Business Park will complement the company's existing Brisbane facility, improving profitability by reducing road freight costs faced by southern producers who currently transport their produce north for export.

It is the third major deal developed by MAB with its partner GPC at Merrifield Business Park, with Steritech to join Dulux and D'Orsogna, which has seen strong demand from interstate companies.

The Steritech facility will introduce new technological innovations at Merrifield including a world-first application of new x-ray technology that will treat full pallets of produce in final packaging prior to export.

Chemical free and heat free, the

treatment is preferred and trusted by industry and regulators for high value air freight exports to Asia, New Zealand and the USA, as it enhances the flexibility of Australian growers and exporters to deliver cleaner, fresher fruit, faster.

The facility will also process domestic produce, protecting Australia's diverse environment from disease and ensuring consumers have access to a wide variety of fresh produce year-round, while reducing our reliance on imports.

Steritech CEO, Murray Lynch said "Merrifield Business Park was selected strategically as it is located on the Hume Freeway close to Melbourne Airport, with overnight access to Sydney Airport – this will significantly enhance the air freight capacity available after treatment.

"With Melbourne being Australia's largest hub for horticultural trade, the new facility will play a key role in driving the future growth and sustainability of the entire horticultural sector. The creation of this facility will drive cost efficiencies and enhance Australia's overall competitive position in global produce trade. Consumers will benefit from increased availability and fresher than ever Australian-grown options.

"This facility will be a critical tool to enable a greater volume of fresh produce exports to foreign countries, increasing the ability of Australian growers to compete internationally," Mr Lynch said.

"The Steritech facility will introduce new technological innovations at Merrifield including a world-first application of x-ray technology."

*Michael Martin,
Director Business Parks*

MAB Director of Business Parks, Michael Martin added: "Securing Steritech at Merrifield Business Park demonstrates the continued and important role the business park is playing to support the growth of national and international companies here in Victoria.

"The integration of businesses like Steritech, which is driving Australia's growth and economic performance forward with its innovation, is a testament to the careful planning that has gone into creating a business precinct that meets the future needs of industry.

"This facility has been specifically designed to accommodate future growth," said Mr Martin.

Developed by MAB and GPC, Merrifield Business Park in Mickleham will be the largest masterplanned business and employment precinct in Victoria when completed.

Bigger than the Melbourne CBD, it will span 330 hectares and create up to 25,000 jobs.

Steritech's new commercial facility will open at Merrifield Business Park in time for the 2019/20 summer produce season. ●

Visit: merrifieldbusinesspark.com.au

Ware to next?

We ask Adrian Young of award-winning Watson Young Architects how warehouse design is evolving to not only meet, but surpass, the needs of business and the environment.

Melbourne's north corridor is in an exciting period of transition as the highly anticipated mixed-use masterplanned community, Merrifield, takes shape. This new and truly integrated city is set to transform the way residents live, work and play in Melbourne's growth areas. Housing lots have been snapped up upon release and the project's unique focus remains on its ability to attract and accommodate new business, industry and employment.

To find out more about building warehouses with efficiency and sustainability in mind – particularly in the context of large mixed-use spaces like Merrifield – we caught up with Adrian Young of award-winning Watson Young Architects. Adrian has played an industry-shaping role in Australia's industrial, commercial, education and residential sectors since 2004, working

with top-tier developers across the state to deliver ground-breaking industrial projects with an environmentally sustainable focus.

What do you see as the biggest current trends in warehouse design?

While sustainability and connectivity are definitely up there, I think there is a growing need for fully automated high-bay warehouses in order to streamline efficiency and costs. These facilities use reduced land footprints while still enabling high-density racking, with reduced aisles and intelligent robotics for product selection and collection.

Placement and design of these high-bay distribution warehouses ensure an efficient supply chain, reduced traffic congestion, improved goods handling and additional employment. This outcome is ideal in mixed-use projects like Merrifield, where high-tech manufacturing and production facilities

attract high levels of employment.

What are the key factors to consider when designing intersecting commercial, residential, and industrial spaces?

An expert masterplan is definitely the first step. If you want the overall vision of the mixed-use space to become a reality, careful initial consideration of the entire space and its smaller working parts is vital. Well-planned mixed-use estates tend to separate the individual use-spaces into clusters or zones. For example, residential zones with parklands and sporting facilities (as is the case in Merrifield) are separated from business and industrial zones by shopping and commercial precincts.

Then, in order to realise the work-life balance that mixed-use spaces promise, connectivity is key.



This includes safe accessibility into and around estates with convenient and safe pedestrian, bike and vehicle access between zones; close proximity and accessibility to transport networks; and the capacity to allow for industrial traffic. In fact, a major drawcard for businesses choosing to locate at Merrifield is its direct and convenient access to the Hume Freeway.

Once location is locked in, how do you ensure warehouses are designed to maximise workplace quality and efficiency?

Design fundamentals that enable quality and efficiency are derived from various perspectives, from optimising layout orientation in order to protect loading areas from prevailing weather, to separating cars from heavy vehicles. Roof lights or sky-lights are a great way to reduce light usage, and overall appropriateness of building size and shape is integral to ensuring efficient structural designs.

Tell us a little more about your involvement in the Merrifield project?

So far, we've supported the completion of the first occupier in Merrifield Business Park – a new manufacturing plant for Dulux, which houses high-tech, specialised manufacturing processes. We're engaging with industry leaders and specialists to ensure that the best design outcomes, from residential through to industrial, are not only met but exceeded.

What makes Merrifield stand out amongst other business parks in Australia?

Merrifield has been carefully considered, its expertly detailed masterplan is a core differentiator. The original vision and design guidelines outlay a perfectly-structured, future-proofed city environment. Good masterplanning of industrial land parcels at the outset enables smart, clever industrial design that integrally connects with its surrounds – unlike the deserted industry areas we've often encountered!

Merrifield also offers an unparalleled opportunity for growth, expansion and high-tech industrial projects that make use of the current innovations taking place in the design and development sectors. And, in my experience, innovation provides the groundwork on which sustainability practices can evolve. ●



MAIN IMAGE // DAN RUSH, MAB BUSINESS PARKS DEVELOPMENT MANAGER WITH HIS FAMILY.

A few minutes with Dan Rush

For Business Parks Development Manager Dan Rush, collaboration, teamwork and the sharing of information and insights sets MAB apart as a great work environment.



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AINE MURPHY
 HR MANAGER

Aine Murphy, HR Manager for MAB, talks with Business Parks Development Manager Dan Rush.

Aine Murphy (AM): What do you enjoy about working at MAB?

Dan Rush (DR): The first thing I noticed when I started at MAB was how happy everyone seemed! MAB has a great team environment, you are given responsibilities so you feel empowered. Across the business you are privy to the ins and outs of what everyone is doing, it's an open door policy. MABPlan Updates are very helpful as everyone talks about what they are working on and share useful insights and information. There are a number of little things that make you feel part of The MAB Way.

AM: Please tell me more about your role.

DR: I am a Business Parks Development Manager and in particular, I look after Alliance Business Park in Epping. There are various different steps in the land sub-division lifecycle. Starting with finding a parcel of land, then undergoing the appropriate due diligence and feasibilities to help understand if it makes commercial sense to acquire the land. Then you begin the planning process which involves many approvals, getting planning permits from council, conducting environmental assessments, functional layout plans and design. Realistically you are looking at a couple of years before you can step foot on the land and begin works.

“MAB has a great team environment, you are given responsibilities so you feel empowered.”

*Dan Rush,
 Development Manager, Business Parks*

AM: Tell me a little bit about your team.

DR: Firstly, you really feel like you are part of a team. Mike Martin (Director Business Parks) sets the tone and your opinions are heard. Mike is always willing to help. He understands the day to day stuff, his experience is invaluable. You never feel like you are isolated. More often than not he has faced similar difficulties and is able to counsel. I am never afraid to ask questions, Mike always makes the time. Everyone on the team has a different skillset, we have different backgrounds which makes for insightful discussions. I feel like I add value to conversations as well as learning from people in the team.

AM: What's one little known fact about you?

DR: I am one of six kids. Three boys and three girls. Whilst we are a large family, we remain very close. Having a couple of kids myself, I now have more admiration for my parents.

AM: What do you like to do in your spare time?

DR: Two young children keep you pretty busy! However, family time is important. Sarah and I are always thinking about different activities to do. Usually, weekends are planned around them. We make things as fun as possible. On a personal front I try to keep fit. You do need time out.

AM: What did you want to do when you were growing up?

DR: I wanted to be a farmer. Some of my greatest memories as a kid were running around the countryside. Not sure I would be cut out for the hard work though!!

I'd like to think I will buy some acreage in my later years in life, maybe when I retire.

AM: If you were to switch your job with anyone in MAB who would it be with?

David Hall (Chief Operating Officer), to experience the wide range of projects across the business, all the while dealing with the different stakeholders would be both satisfying and fulfilling. It's amazing how well he balances it all. David can get the right information when he needs it. David has grown with the business and shows empathy. He levels so easily. He supports us whenever we need him. He can sit back and step forward when required.

AM: What would people never guess you do in your role?

As part of the approval process there are various environmental factors to be considered. The Golden Sun Moth is the biggest environmental challenge at Alliance East. Part of my role is getting approval to remove it from the site, which can take up to a couple of years. All the while these Golden Sun Moths have a lifespan of two weeks! The irony is if the farmer wants to plough his field without the approvals he can, unfortunately the developer that acquires the land isn't afforded the same opportunity!

AM: What would you like to be remembered for?

DR: My number one priority is family. Becoming a dad in the last five years has really changed my perspective. It's not about the words and advice that you give it's the actions that you lead. Ultimately, I want to be remembered as a great friend, dad and husband. ●

Aine Murphy, HR Manager for MAB, talks with HR advisor Linda Howie.

Aine Murphy (AM): Linda what do you enjoy about working at MAB?

Linda Howie (LH): I enjoy working with the people at MAB and feel that I have developed strong working relationships. The culture is a really enjoyable aspect of working at MAB. The support I have from my managers to have diversity and scope means I get exposure to so many different aspects of HR and development, which makes me feel very empowered in my role.

AM: How would you describe the culture at MAB?

LH: I would describe the culture as being family oriented, supportive, fun and hardworking; you can see that by just looking around the office. When there is a busy project going on everyone is dedicated and is happy to roll up their sleeves. Everyone pulls together. The people are key to the culture at MAB. A key part of that is the recruitment process and getting the right people on board, culture fit is really important.

AM: Tell me some more about your role at MAB.

LH: I am a Human Resources Advisor at MAB and my role is very diverse. I support and coordinate everything across the employee life cycle, from getting the right people on board to training and inducting them when they first start and keeping them engaged. We provide wellness activities and various fun initiatives. I also support the off boarding process and try to understand why people leave and how we can improve things for the people at MAB. It's a very broad role!

AM: What's one little known fact about you?

LH: I'm a qualified Personal Trainer and Fitness Instructor. I qualified four years ago.

AM: What made you study this?

LH: It was about giving myself more of a work-life balance. In previous roles, my head was too into things at work and I needed to do something else outside work. It helped give me perspective and become more objective about my days at work and my day to day life so that not everything is focused on work.



I was considering a career change but as a result of studying Personal Training I got the balance right and it made me enjoy my job more.

AM: Tell me about the top people priorities for MAB and how you are addressing them.

Our top priorities are recruiting and retaining good people. It is front of mind for us. We are approaching recruitment in various different ways, from working with recruitment agencies, to posting on LinkedIn and encouraging staff to reach out to their own networks.

“I would describe the culture as being family orientated, supportive, fun and hardworking; you can see that just by looking around the office”

*Linda Howie,
Human Resources Advisor*

We retain people by ensuring that we provide ongoing training and development opportunities and ensure staff are engaged and motivated in their role by offering a comprehensive wellbeing program. We also like to stay connected with people. We do that in many different ways including staff surveys. This helps us to gauge where staff are in at in terms of their needs and satisfaction levels. We also hold informal catch-ups with people which comes back to our culture and how comfortable we are at interacting with each other.

AM: What has been the funniest moment for you in MAB?

LH: Our egg and spoon race, which has now become an annual event. We decorate and hide eggs around the business, this is followed by a team hunt. It's a really funny time, people run around the office with eggs smashed all over the place! The winner gets some chocolate. It's a fun activity.

AM: What are you enjoying about work right now?

I enjoyed coordinating the Residential Site Tour for our staff (a tour of MAB's current projects) as it gave me an opportunity to take on a leadership role in directing everyone on the day, getting up at the front of the bus and having banter with everybody. I enjoy making a fun day for everyone.

AM: How do you balance work and life?

LH: I am fairly disciplined at not staying late at work and having a good solid amount of time at home. I don't typically take work home with me. ●



Culture Club

For MAB HR Advisor Linda Howie, MAB's people are key to the company's distinctive 'can-do' culture.

MAIN IMAGE // LINDA HOWIE, MAB HUMAN RESOURCES ADVISOR.

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